



**"Thank you very much, but I'm more than satisfied
with my present long-distance carrier."**

**above the line.
digital/online.
below the line.**

(say hello to an integrated creative who's been blurring the lines for 32 years.)

The name's Hemant...Hemant Sampat. Basically, a mechanical engineer-turned-copywriter. (Aha! The plot thickens.)

Having worked for multinational agencies in Singapore, Hong Kong, Australia and India, I now have more than three decades of experience in the business of ideas and communication.

While I've honed my craft on all kinds of brands and clients, I'm exceptional on IT, B2B, and banking/financial services/insurance work. (My background and temperament help me understand rocket science, while my creative skills help me get my grandmother excited about it.)

As a seasoned and versatile creative, I've done it all—multimedia splashes, elaborate DM campaigns, and all types of digital content (websites, social media and EDM campaigns, full IA development, and comprehensive interactive demos). The only two forms of writing I haven't done (yet) are journalism and books.

Perfect team player. Reliable independent worker.

Across my 32-year career, I've delivered equally well in both fulltime or contract roles as well as a freelancer. My most recent freelance gigs were at JWT, DigitasLBI, Saatchi & Saatchi, Citibank, and Samsung Asia. And my previous freelance stints were as Senior Creative at Aviva Asia, preceded by two-and-a-half years as Lead Creative at RedWorks (Ogilvy).

I've also done other long gigs at JWT, Publicis Asia and Batey, and full-time at Draft Worldwide (as one of the key creatives on KrisFlyer, Singapore Airlines' frequent flyer programme). Before Draft, I did a short spell as the Creative Group Head at Ogilvy Interactive, handling key accounts such as Nokia, IBM and Unilever.

Prior to this, I spent six years at DDB Worldwide (as a Senior Writer) with independent responsibility for major accounts such as M1, Compaq and Digital. Back in India (my home country), I made my mark at agencies such as McCann-Erickson, Ogilvy, Clarion (a DMB&B affiliate) and RK Swamy BBDO.

Thinker. Doer. Seller. All in one neat package.

All this rich experience means you can look forward to plenty from me. Sound strategic thinking. Cut-through creative. And impeccable craftsmanship.

So go ahead, [take a look at my book](#). And you'll see how this writer's talent and versatility can make a difference to your, well, bottom line.



My credentials, at a glance:

Experience:

- 32 solid years—creative direction and strategy, digital writing and copywriting
- Master of B2B, technology, and banking/financial services/insurance work

Agencies/Companies worked for:

In Singapore

- JWT (Senior Creative—Freelance, 2018)
- DigitasLBi (Senior Creative—Freelance, 2017)
- MOI Global (Senior Creative—Freelance, 2017)
- Saatchi & Saatchi (Senior Creative—Freelance, 2016)
- Citibank—FinTech Global Experience Design (Senior Creative—Freelance, 2016)
- Samsung Asia RHQ (Senior Integrated Creative—Contract, 2015-16)
- Novus Media Solutions (Senior Creative—Contract, 2014; client: Great Eastern Life)
- Grey Group Singapore (Senior Creative—Freelance, 2014)
- Gyro (Senior Creative—Contract, 2014)
- ICLP (Senior Creative—Freelance, ongoing since 2002; client: Intel)
- Wunderman (Senior Creative—Contract, 2013; client: Microsoft)
- Aviva Asia (Senior Creative—Contract, 2011-12)
- RedWorks Ogilvy (Senior Creative—Contract, 2009-11; client: Prudential)
- JWT (Senior Creative—Freelance, 2004-09; clients: HSBC, Nokia, Shell)
- Publicis Asia & Publicis Modem (Senior Creative—Contract, 2007-08, clients: Citibank & HP)
- XM Asia (Senior Creative—Freelance, 2005-08; client: HP)
- Batey Design (Head of Copy, 2004-05)
- Draft Worldwide (Senior Copywriter, 2002-04)
- OgilvyOne (Creative Group Head, 2000-01)
- DDB Worldwide (Senior Copywriter, 1995-2000)

In Australia

- Singleton OgilvyInteractive, Sydney (2005)

In Hong Kong

- ICLP (Ongoing since 2012)
- Neo Derm (Ongoing since 2012)

In India

- McCann-Erickson (Associate Creative Director, 1993-94)
- Ogilvy (Creative Group Head, 1990-93)
- Clarion, a DMB&B affiliate (Sr. Copywriter, 1989-90)
- RK Swamy BBDO (Copywriter, 1986-88)

Accounts/Brands handled:

- **Automotive**

- Hyundai
- Jardine Cycle & Carriage
- Mercedes-Benz

- **Banks/Financial Services/Insurance**

- ABN AMRO
- AIA
- ANZ
- Aviva
- CIMB
- Citibank
- DBS
- Great Eastern
- HSBC
- Maybank
- OCBC
- OUB
- Prudential
- SGX
- Tenet Sampo
- UOB

- **FMCG**

- Ariel
- Cadbury
- Ciba Vision
- Coca-Cola
- J&J
- Mead Johnson (Enfagrow)
- P&G (Ariel, Oral-B, Pampers, Tide)
- Unilever

- **Hospitality**

- Millennium & Copthorne Hotels
- Starwood Hotels & Resorts (Westin, Sheraton, St. Regis)

- **IT/Technology/B2B/Corporate**

- Aluminium Offshore
- Cisco
- Compaq
- Digital Equipment
- GE
- Genesys
- HP
- IBM
- Microsoft
- NICE
- Oracle
- Pacific Radiance
- Polycom
- Rowa
- Symantec
- Taleo
- TE Connectivity

- **Lifestyle/Mobile**

- HTC
- Nokia
- Philips
- Samsung

- **Medical, Healthcare & Beauty**

- GE Healthcare
- J&J
- L'Oreal
- Maybelline
- Microsoft Healthcare and Microsoft Health 'Vertical'
- Stiefel

- **Telco**

- Aetae Mobile
- M1
- SingTel
- Starhub

- **Travel & Tourism**

- Asia Miles
- Changi Airport Group (CAG) & Changi Airport Singapore (CAS)
- KrisFlyer
- Qatar Airways
- Singapore Airlines
- Singapore Tourism Board
- Tigerair

Thank you!

Get in touch:

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